

TRAVERSE / 2014



Information Provided by:



FIND **NEW** ROADS™

CHEVROLET



WHY JUST GO FROM A TO B

WHEN IMAGINATION CAN TAKE YOU EVERYWHERE

The road. A simple path, really. And yet it's come to mean so much more. Perhaps the real reason roads are special is that every road leads us to someplace we're not — but could be. At Chevrolet, roads are our springboards. They challenge us, tantalize us and guide us to create better, more exciting, more ingenious ways to move through life. Roads drive us to places we've never been before. And we'll never stop seeking out new ones.

TRAVERSE

A PARAMOUNT RIDE With a boldly styled exterior designed around a rich and refined interior, Chevrolet Traverse leads the way. Traverse offers best-in-class maximum cargo space¹ seating for up to eight² award-winning safety technology and premium details that make every ride feel like a vacation. Plus, Traverse has been recognized as the leader in Strategic Vision's 2013 Total Quality Award[™] for Best Mid-Size Crossover-Utility/SUV.³ Excellence surrounds you in Traverse.



UNCURBED APPEAL There's something in the way it moves. And the way the sun dances off its curves. This is a confidence that flows with every line, a style that commands attention and a presence that stands alone. In every detail, Traverse is impeccably designed and precisely formed.

STANDOUT STYLE The athletic hood design, bold grille, and striking headlights make a strong impression. LTZ style details include 20-inch aluminum wheels, dual outlet exhaust with polished tips and chrome-accented bodyside mouldings.

MULTIPLE OPTIONS Express your sense of style with a variety of exterior colours, including Black Granite Metallic⁴ and Crystal Red Tintcoat.⁴ Interior colour choices such as Titanium, Ebony and Mojave offer more ways to make Traverse your own. Take a step further in personalization by selecting from a wide array of available dealer-installed Chevrolet Accessories. Whatever you choose, Traverse has you covered.

REVVED UP With more horsepower, torque and maximum towing capability⁵ than Honda Pilot and Toyota Highlander, Traverse lets you make the most of every kilometre – and enjoy every minute of it. The catalyst is a spirited yet efficient direct injected 3.6L V6 engine that offers a superb combination of a 8.4 L/100 km highway fuel efficiency rating⁶ and 281 horsepower. It pairs with a thoughtfully refined suspension that's fluid and responsive, and available all-wheel drive that helps maintain a controlled stride in all types of weather and road conditions.

Traverse LT in Tungsten Metallic.

1 Based on Ward's auto.com 2013 Large Crossover Utility Vehicle segment analysis. Competitive information available at the time of printing. 2. 3. Standard LS and LT; available on 2LT. 3. Strategic Vision's New Vehicle Experience Study survey, 7/5/13 Oct. - Nov. new vehicle buyers after the first 90 days of ownership. 4. Extra-cost colour. 5. Traverse equipped with available Trailer Towing Package. Based on latest competitive information available at the time of printing. 6. 2014 Traverse equipped with front-wheel drive (FWD). Fuel consumption ratings based on GM testing in accordance with approved Transport Canada test method. Your actual fuel consumption may vary.

DE IN THE RIDE Discover premium soft materials with accent stitching. Subtle ambient lighting that sweeps across the dash. These are just a few of the stunning details that make the Traverse interior feel like a warm welcome every time you step inside.

FINED Amenities include a vibrant 6.5-in.) diagonal colour touch-screen for controlling stereo and communication plus available heated and cooled front an available heated steering wheel comfort.

Traverse LTZ interior in Ebony/Mojave with available features.

features,

A close-up photograph of a car's interior, focusing on the front passenger seat and the center console. The seat is upholstered in a light tan or beige leather with visible stitching. The center console is made of wood and metal, featuring a gear shifter and a cup holder. The overall aesthetic is classic and elegant.

Provided by:

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ROOM FOR LUGGAGE...

AND LEGS



Traverse LTZ interior in Ebony/Mojave with available features.¹

1 Cargo and load capacity limited by weight and distribution. Always secure all cargo. See Owner's Manual for details. 2 Not compatible with all devices.

PASSENGER COMFORT With three incredibly spacious rows of standard seating for eight or available seating for seven (shown), Traverse brings family and friends together without compromising any passenger's personal space. And it aces the parent test with a low step-in height, easy-to-clean available leather-appointed seating and standard Smart Slide® second-row seating for easy third-row access.

AN INTERIOR DESIGNED TO ADAPT Traverse also features 10 or 12 cupholders (depending on available seating), rear-seat climate controls, dual charge-only USB ports,² and an available rear-seat entertainment system that plays DVDs through a flip-down display – all for the convenience and enjoyment of everyone riding along.

Information Provided by:
GM PROCESS



BEST-IN-CLASS MAX CARGO SPACE

TRAVERSE FITS YOUR NEEDS WITH 3293 L (116.3 CU. FT.) OF MAXIMUM ROOM.¹

Traverse LTZ in Tungsten Metallic.



ROOM TO GET UP AND GO When it comes to space, Traverse overachieves. With 3293 litres (116.3 cubic feet) of maximum cargo space¹ and 691 litres (24.4 cubic feet) of space behind the third row,¹ the always-accommodating Traverse is best-in-class.²

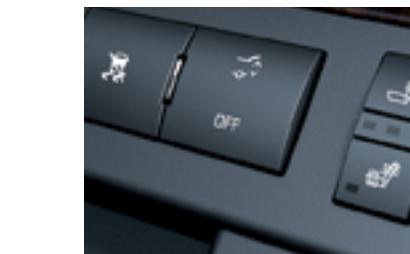
AVAILABLE POWER-REMOTE LIFTGATE With a simple push of a button, the power-remote liftgate gradually opens for convenient loading and unloading.

AVAILABLE REAR PARK ASSIST As you travel in reverse at speeds less than 8 km/h (5 mph), rear park assist uses sensors on the rear bumper to detect and alert you to stationary objects up to 2.4 metres (8 feet) behind your Traverse and to people walking past.

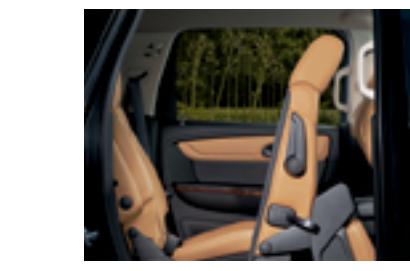
SMART SLIDE SECOND-ROW SEATING With a single hand movement, it slides out of the way for convenient access to the full-size third row with seating for three.



Available remote vehicle start system.



Available power-remote liftgate.



Convenient Smart Slide seat.

1 Cargo and load capacity limited by weight and distribution. 2 Based on Ward'sAuto.com 2013 Large Cross/Utility vehicle segment and latest competitive information available at the time of printing.

SIMPLY ADVANCED



Two rear USB ports for charging only.

STAY CONNECTED With available Chevrolet MyLink,¹ you can handle calls, play music and access contacts from your compatible smartphone simply by touching the 165 mm (6.5-in.) diagonal colour touch-screen or by saying a command. Bluetooth[®] wireless technology lets you make, answer and end phone calls without ever taking your hands off the wheel. You can also stream music from an online source like Stitcher SmartRadio.^{®2}

TRAVEL CONFIDENTLY Get directions with OnStar[®] Turn-by-Turn Navigation (standard for the first six months).³ Or go for the available Chevrolet MyLink Radio with Navigation, which offers full GPS navigation features plus 2-D/3-D maps, points of interest and a 3-month trial of SiriusXM NavTraffic.⁴ Tap the icons to make a selection. Customize the order for quicker access to the features you use most.

Navigate Your Life with Ease Wherever you're going, take the latest technology along with you. Whether you're looking for available rear-seat DVD entertainment for the kids, directions or your favourite music, Traverse is packed with available features that help guide you on your journey and keep you and your passengers entertained along the way.

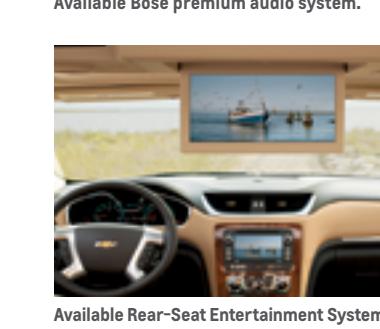
Smartphone Mobile Apps Download the OnStar RemoteLink^{®5} and myChevrolet^{®6} mobile apps for the ability to lock/unlock and start⁷ your Traverse remotely, set parking reminders, check your fuel range, schedule service, contact roadside assistance and so much more – all from your compatible smartphone. Available on the App Store[™], BlackBerry App World[™] or Google Play[™].

3 USB Ports Enjoy convenient in-vehicle connectivity with compatible devices such as a smartphone, MP3 player or flash drive. Take charge with two additional USB ports⁸ located on the rear of the centre console, offering plenty of places to charge compatible devices.

SIRIUSXM SATELLITE RADIO[™] Featuring 120 channels of commercial-free music, talk, comedy, news, family programming and more, SiriusXM⁴ with a 3-month trial subscription offers something for everyone.

Xm Tune Select⁹ All-new XM Tune Select⁹ lets you identify a song or artist and your Traverse will alert you when it comes on the radio.

Information Provided by:



¹ MyLink functionality varies by model. Full functionality requires compatible Bluetooth[®] smartphone and USB connectivity for some devices. MyLink on Traverse does not include Gracenote functionality. Visit mylink.chevrolet.ca for details. ² Available on select Apple, Android and BlackBerry devices. Services vary by device, vehicle and condition. Requires active OnStar service plan. ³ Available in 10 Canadian provinces and the 48 contiguous United States. Subscription sold separately after trial period. Visit siriusxm.ca for details. ⁴ Available on select Apple, Android and BlackBerry devices. Services vary by device, vehicle and condition. Requires active OnStar service plan. ⁵ Requires iPhone or Android platform. ⁶ Standard on 1LT, 2LT and 2Z. ⁷ Not compatible with all devices. ⁸ XM Tune Select feature only available with Navigation Radio with XM satellite receiver. Must be tuned to XM for the alerts to be displayed.



Rear vision camera.



Available Side Blind Zone Alert.



AUTOMOBILE JOURNALISTS
ASSOCIATION OF CANADA

Front centre airbag
2013 Best New Technology by AJAC.

¹ Before making a lane change, always check the Side Blind Zone Alert display, check the exterior and interior rear-view mirrors, look over your shoulder for vehicles and hazards, and start the turn signal. ² U.S. Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). ³ For more information, visit iihs.org/ratings. ⁴ Airbag inflation can cause severe injury or death to anyone too close to the airbag when it deploys. Be sure every occupant is properly restrained. Always use safety belts and the correct restraint for your child's age and size. Even in vehicles equipped with the Passenger Sensing System, children are safer when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with a passenger airbag. See the Owner's Manual and the child safety seat instructions for more safety information. ⁵ Visit onstar.ca for coverage map, details and system limitations. Services vary by model and conditions. OnStar acts as a link to existing emergency service providers. Not all vehicles may transmit all crash data. After the complimentary trial period, an active OnStar service plan is required.

TRAVERSE WITH CONFIDENCE



The 2014 Traverse received a 5-Star Overall Vehicle Score for Safety² from NHTSA. The 2013 Traverse was named a 2013 Top Safety Pick by the Insurance Institute for Highway Safety (IIHS).³

FRONT CENTRE SIDE-IMPACT AIRBAG

In the event of a side-impact collision, the available industry-first front centre airbag⁴ deploys from the right side of the driver seat and positions itself between the front seats for added cushioning and restraint to help protect the driver and front passenger from colliding with one another.

TRAVERSE FRONT CENTRE AIRBAG WINS "BEST NEW TECHNOLOGY" AWARD The industry-first, innovative front centre airbag available on Traverse has been recognized by the Automobile Journalists Association of Canada (AJAC) as the "Best New Technology" of 2013 presented by Shell Canada.

LANE DEPARTURE WARNING This new available camera-based system sends an alert if you unintentionally drift out of your lane (without a turn signal). The camera, mounted near the interior rear-view mirror, reads traffic lane markings when identifiable and provides audible and visual alerts.

SIDE BLIND ZONE ALERT¹ This available feature uses radar sensors on both sides of the vehicle to help "look" for other vehicles in your side blind zone areas and indicates their presence with LED-lit symbols in the exterior mirrors.

FORWARD COLLISION ALERT New to Traverse, this available safety feature identifies vehicles ahead and alerts the driver to any potential front-end crash risks, helping provide time to stop and/or change course.

REAR CROSS TRAFFIC ALERT Using the same radar sensors as the Side Blind Zone Alert system, this available feature alerts you to crossing traffic behind your Traverse when backing up. Audible alerts, as well as visual alerts on the rear vision camera screen, are triggered if approaching vehicles are detected.

REAR VISION CAMERA When travelling in reverse at low speeds, the standard rear vision camera provides a real-time picture of the area immediately behind your Traverse on the 165 mm (6.5-in.) diagonal colour touch-screen display.

ONSTAR AUTOMATIC CRASH RESPONSE⁵ In many crashes, built-in sensors can automatically alert an OnStar Advisor who is immediately connected to your Traverse to see if you need help sent to your exact location – even if you can't respond.

SELECT VEHICLE FEATURES

TRAVERSE LS

Traverse LS includes these standard features:

- 281 hp 3.6L DOHC V6 engine with Direct Injection and Variable Valve Timing (VVT)
- Oil life monitoring system
- 6-speed automatic transmission with Electronic Range Select
- 4-wheel disc brakes with ABS, Panic Brake Assist and Hill Start Assist
- StabiliTrak Electronic Stability Control System with Proactive Roll Avoidance, includes Electronic Trailer Sway Control

Traction control

4-wheel independent suspension

17-in. steel wheels with painted wheel covers

Battery run-down protection system

Power exterior mirrors, manual-folding, black with integral blind spot mirror

Roof rail mouldings

Rear spoiler

Rear vision camera

Remote keyless entry system

Content theft alarm

6 airbags

Driver Information Centre with compass

Tire pressure monitoring system

Single-zone air conditioning with manual front climate controls and rear-seat manual controls

Power windows and programmable door locks

Tilt and telescopic adjustable steering column

Cruise control

Steering wheel-mounted Bluetooth[®], cruise and audio system controls

Seating for eight with front bucket seats, including manual 4-way driver-seat adjuster and manual lumbar adjuster, Smart Slide flat-folding 60/40 split-bench 2nd-row seat and 60/40 split-bench 3rd-row seat

Premium cloth seating surfaces

Rear cargo underfloor storage system

6-speaker audio system with AM/FM stereo, CD player, auxiliary audio input jack and 165 mm (6.5-in.) colour touch-screen display

SiriusXM Satellite Radio¹

USB port² in upper instrument panel and two charge-only USB ports in rear of centre console

Bluetooth hands-free phone connectivity

OnStar with 6 months of the Directions & Connections Plan featuring Turn-by-Turn Navigation³ and OnStar RemoteLink⁴

TRAVERSE 1LT

Traverse 1LT enhances LS features with:

18-in. aluminum wheels

Fog lights

Heated, power exterior mirrors, body-colour with integrated turn signals and integral blind spot mirror

Rear park assist

Remote vehicle starter system

Traction control

7 airbags

Leather-wrapped steering wheel

Power 8-way driver-seat adjuster with power lumbar adjuster.

TRAVERSE 2LT

Traverse 2LT enhances 1LT features with:

Power rear liftgate

Tri-zone automatic climate controls

Auto-dimming exterior and interior rear-view mirrors

Seating for seven with 2nd-row Smart Slide captain's chairs

Heated front bucket seats

Chevrolet MyLink⁵ Radio infotainment system with 165 mm (6.5-in.) colour touch-screen display

10-speaker premium Bose[®] audio system

Bluetooth wireless audio streaming

Rear-seat audio controls and headphone jacks

Universal home remote transmitter.

TRAVERSE LTZ

Traverse LTZ enhances 2LT features with:

288 hp 3.6L DOHC V6 engine with Direct Injection and Variable Valve Timing (VVT)

Dual-outlet exhaust with polished tips

20-in. aluminum wheels

Forward Collision Alert

Lane Departure Warning

Side Blind Zone Alert⁶ and Rear Cross Traffic Alert

Heated, power exterior mirrors, power-folding with integrated turn signals and memory feature

Perforated leather-appointed seating in first and second rows

Heated and cooled front bucket seats

Driver side 2-position memory

Power 8-way front passenger-seat adjuster with power lumbar adjuster

Heated steering wheel

Power windows with driver express-up/-down feature.

DIMENSIONS



INTERIOR, MM (IN.) FRONT/2ND-ROW/3RD-ROW

Headroom	102/100/99 (4.0/3.9/3.7)
Legroom	105/93/43 (4.1/3.6/3.2)
Shoulder Room	156/154/162 (6.1/6.0/7.6)
Hip Room	147/146/127 (5.8/5.7/4.3)

CAPACITIES

Cargo Area, L (cu. ft.)	69/24.4
- Behind 3rd-row Seats	19/9/7.0
- 3rd-row Seats Folded	32/9/11.6
Fuel Tank, L (imp. gal.)	83/8.3

CURB WEIGHT, KG (LB.)

LS FWD	212/191
LS AWD	221/185

¹ Available in 10 Canadian provinces and the 48 contiguous United States. Subscription sold separately after trial period. Visit siriusxm.ca for details. ² Not compatible with all devices. ³ Visit onstar.ca for coverage map, details and system limitations. Services vary by model and conditions. OnStar acts as a link to existing emergency service providers. Not all vehicles may transmit all crash data. After the complimentary trial period, an active OnStar service plan is required. ⁴ Available on select Apple, Android and BlackBerry devices. Services vary by device, vehicle and condition. Requires active OnStar service plan. ⁵ MyLink functionality varies by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. MyLink on Traverse does not include Gracenote functionality. Visit MyLink.Chevrolet.ca for details. ⁶ Before making a lane change, always check the exterior and interior rear-view mirrors, look over your shoulder for vehicles and hazards, and start the turn signal.

Information Provided by



WARRANTY INFORMATION

Chevrolet puts the same care into its warranty and support programs that it does into the cars and trucks it builds. So you can have peace of mind knowing that every Chevrolet is backed by this comprehensive coverage:

- 3-year/60,000 km New Vehicle Limited Warranty*
- 5-year/160,000 km Powertrain Component Limited Warranty, with \$0 deductible on repairs and the warranty is fully transferable at no charge*
- 5-year/160,000 km Courtesy Transportation*
- 5-year/160,000 km 24/7 Roadside Assistance*
- 6-year/160,000 km rust-through perforation coverage*
- 8-year/130,000 km coverage on catalytic converters and powertrain control modules (PCMs).*

* Whichever comes first. Conditions and limitations apply; see dealer for details.

OTHER OWNERSHIP PRIVILEGES AND PROGRAMS:**

- GM Protection Plan (GMPP) – the only extended service plan backed by the resources and commitment of General Motors, GMPP may be purchased at the time of sale or subsequently during the New Vehicle Limited Warranty period
- GM Goodwrench Service – with GM-certified technicians and GM-approved parts, nobody knows your Chevrolet vehicle better
- Goodwrench Service Maintenance Plan (GSMP) – the only maintenance plan designed specifically for buyers of General Motors vehicles, and is backed by the resources and commitment of General Motors. GSMP may be purchased at the time of sale or on vehicles up to 3 model years old or 60,000 km
- Chevrolet Owner Centre – as an owner, take advantage of the Chevrolet Owner Centre. This online owner's destination gives you access to contests, current offers and the latest driving and maintenance tips. Find out more at chevroletowner.ca

** Conditions and limitations apply.

TO HELP YOU PURCHASE OR LEASE A NEW VEHICLE:

- Purchase Financing and Leasing – on-the-spot financing; see dealer for full details*
- GM Student Bonus Program – students or recent graduates of high school, college or university** may be entitled to receive a Student Bonus vehicle redemption allowance of \$500 or \$750† (tax inclusive) (purchased vehicle dependant) to use towards the purchase, lease or finance of one eligible new Chevrolet vehicle
- The GM Card – GM cardholders may redeem up to \$3500 GM Card® Earnings (subject to Vehicle Redemption Allowances) towards the Total Purchase Price on eligible new GM vehicles. For full program details please visit thegmcard.ca

† Subject to eligibility. †† Conditions and limitations apply. ‡ Program subject to change.

INFORMATION RESOURCES:

You can find more information about these programs from your Chevrolet dealer, or at these information centres:

- The GM website at gm.ca
- The GM Customer Care Centre at 1-800-GM-DRIVE (1-800-463-7483 or 1-800-263-3830 for TDD users).

A WORD ABOUT THIS BROCHURE

Some of the equipment shown or described throughout this brochure may be available at extra cost. We have tried to make this brochure comprehensive and factual. We reserve the right, however, to make changes at any time, without notice, in prices, colours, materials, equipment, specifications, models and availability. Specifications, dimensions, measurements, ratings and other numbers in this brochure and other printed materials provided at the dealership or affixed to vehicles are approximates based upon design and engineering drawings and prototypes and laboratory tests. Your vehicle may differ due to variations in manufacture and equipment. Since some information may have been adapted since the time of the printing, please check with your Chevrolet dealer for complete details. General Motors of Canada Limited reserves the right to lengthen or shorten the model year for any product, for any reason, or to start and end model years at different times.

A WORD ABOUT ASSEMBLY

Chevrolet vehicles are equipped with engines and components produced and assembled by different operating units of General Motors, its subsidiaries and suppliers, and these engines and components may change or be obtained from different sources from time to time. All such engines and components are approved for use in Chevrolet vehicles. Certain equipment ordered may be unavailable at the time of assembly and we suggest that you verify that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

TRADEMARKS

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INTERIOR FABRICS



EXTERIOR COLOURS



* Available at extra cost. ** Not available on LS.

WHEELS



DEALER-INSTALLED ACCESSORIES (PLEASE SEE YOUR DEALER FOR DETAILS AND AVAILABILITY)

PERSONALIZE YOUR TRAVERSE AT CHEVROLET.CA



1 Standard on LS. 2 Standard on 1LT and 2LT. 3 Available on 2LT. 4 Not available with 8-passenger seating. 5 Standard on LTZ.

Information Provided by:





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